

MONTHLY UPDATE - ARUBA'S TOURISM INDUSTRY
November 2016 and Year to Date 2016

Summary Highlights.

- The total number of stopovers visiting Aruba decreased by 28.7% in November, from 110,307 in November 2015 to 78,622 in November 2016.
- In the first eleven months of 2016 the number of stopover visitors decreased by 9.2% from 1,106,469 in 2015 to 1,004,912 in 2016.
- Traffic from the USA was down by 0.7%, from 49,940 stopovers in November 2015 to 49,571 stopovers in November 2016. Traffic was up by 0.6% from New York State, up by 4.6% from Massachusetts and up 9.3% from New Jersey.
- In the first eleven months of 2016 the number of stopover visitors from the USA increased by 0.9% from 568,047 in 2015 to 573,019 in 2016.
- Traffic from Venezuela was down by 79.6% in November from 39,655 stopovers in November 2015 to 8,082 in November 2016.
- In the first eleven months of 2016 the number of stopover visitors from Venezuela fell by 37.6%, from 310,554 in 2015 to 193,822 in 2016.
- Tourism receipts fell by 1.4% in the first quarter of 2016 compared to the same quarter of 2015 despite a 5.4% growth in stopover arrivals. In the second quarter visitor arrivals declined by 3.0% whilst tourism receipts fell by 0.4% both compared to second quarter 2015.
- The total number of visitor nights declined by 16.3% in November, from 681,339 in November 2015 to 570,471 in November 2016. The overall average length of stay grew by 17.5% from 6.18 nights in November 2015 to 7.26 nights in November 2016.
- The total number of visitor nights declined by 3.9% in the first eleven months of 2016, from 7,473,856 in 2015 to 7,181,060 in 2016. The overall average length of stay grew by 5.8% from 6.75 nights in 2015 to 7.15 nights in 2016.
- The Dominican Republic saw a 6.6% increase in stopover traffic in the first ten months of 2016 whilst the U.S. Virgin Islands saw a 3.1% increase in stopovers in the first nine months. Traffic to Cuba grew by 11.7% in the first eight months of 2016 compared to the same period of 2015.
- Outbound travel by US citizens grew by 8.2% in the first nine months of 2016 compared to the same period for 2015 and was up by 3.1% to the Caribbean.
- The number of cruise passengers visiting Aruba in November fell by 2.4%, from 79,753 in November 2015 to 77,826 in November 2016. In the first eleven months of 2016 the number of cruise visitors increased by 7.8% from 515,312 in 2015 to 555,401 in 2016.

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- As reported by Immigration card data the number of stopover visitors staying in hotels in November 2016 fell by 0.4%, and staying in timeshare resorts fell by 5.4%. The number staying in “other accommodation” fell by 66.1%. This latter category comprised 19.8% of all visitors in November 2016, down from 41.6% in November 2015.
- In November 2016 hotels saw a 2.5% decline in the overall number of visitor nights compared with November 2015. The USA generated 0.8% fewer hotel nights in November 2016 than in November 2015.
- The number of Venezuelan stopovers using “other accommodation” fell by 87.5% in November 2016 and comprised 56.1% of all Venezuelan visitors in November 2016 down from 91.7% in November 2015. The number of Venezuelans staying in hotel accommodation grew by 9.1% compared with November 2015.
- Numbers provided to AHATA show that for a sample of 15 hotels average room occupancy grew by 1.9 percentage points from 77.2% in November 2015 to 79.1% in November 2016. The average daily room rate fell by 0.7% to \$193.39 and the average RevPar grew by 1.7% to \$152.91.
- In the first eleven months of 2016 average room occupancy grew by 1.8 percentage points to 79.8%. The average daily room rate fell by 4.6% to \$222.03 and the average RevPar fell by 2.5% to \$177.16.
- Performance of the hotels by category for November shows that the brand name beach front hotels saw their average room occupancies fall by 0.9 percentage points to 74.0%, with their RevPar also falling by 3.0% to \$197.69. The all-inclusive resorts saw their average room occupancies increase by 0.9 percentage points to 82.9% and their RevPar grow by 9.3% to \$116.23. The smaller independent beach front hotels saw no change in room occupancy at 91.8% but their RevPar grew by 5.1% to \$260.40. The non-beach front hotels saw their average room occupancies improve by 10.6 percentage points to 80.2% and saw their RevPar grow by 9.9% to \$104.13.
- In the first ten months of 2016 STR reported that hotels in three of eight Caribbean destinations saw higher average room occupancies and five saw lower average room occupancies. Six of the eight saw a lower average RevPar.
- American Airlines was the number one carrier in November 2016 and brought in 12,370 non-resident visitors. JetBlue was the number two carrier (10,950 non-residents) and United Airlines brought in 10,809 non-residents.
- Of the 8,082 Venezuelans who visited Aruba in November 2016 6.6% (532) arrived in Aruba on a US scheduled carrier. In total 633 Venezuelans (7.8% of all Venezuelans) arrived in Aruba on a carrier other than one based in Venezuela or in Aruba. These are thought to be persons visiting Aruba in transit to another country and returning to Venezuela via Aruba.

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- 2.4% of non-residents carried to Aruba by American Airlines in November 2016 were residents of Venezuela. 0.7% of non-residents carried to Aruba by Delta Air Lines in November were residents of Venezuela. For most other non-Venezuelan, non-Aruban carriers it was generally less than 5%.
- There was a decline in all age categories in November 2016 with the worst decline being in the 0 - 11 years category (down 45.1%) and in the 20 – 29 years category (down 47.0%).
- In November 2016 39.8% of our visitors reported they were visiting for the first time and 46.6% reported they had visited before. 13.6% of our visitors did not report how many times they visited. Assigning the number who did not report on a *pro rata* basis results in an overall percentage of 46% first time and 54% repeat.
- Trip Advisor ratings for November 2016 show that Aruba received a total of 5,482 reviews and achieved an average rating of 4.40 out of 5. The USVI achieved an average rating of 4.50 as did the Cayman Islands.
- The Aruba Tourism Authority has set a revised target of 5.5% more stopover visitors for 2016 compared to 2015. As well they have targeted a 6% increase in tourism receipts, to increase cruise visitor arrival numbers by a minimum of 3% above the 2013 total and to achieve a 9% per annum increase in the tourism sector's RevPar.
- AHATA projects there will be about 3% more available hotel room nights in 2016 compared with 2015 and projects that average room occupancies for the hotel sector for 2016 will be similar to those for 2015, at 78%. It is further projected that the overall average daily room rate will decline by 3.0% in 2016, with RevPar projected to decline by between 2 - 3%.
- The Aruba Airport Authority is projecting 13.4% fewer inbound air seats in the winter 2016/2017 compared to the same five months of 2015/2016.
- Projections for cruise traffic for 2016 suggest that, based on existing schedules, the number of cruise passengers will increase by between 10% and 13% compared with 2015.

Visitor Arrivals – November 2016

Aruba: Total Visitors November 2016

	2016	%	2015	%	% change
USA	49,571	63.0%	49,940	45.3%	-0.7%
Canada	3,291	4.2%	3,484	3.2%	-5.5%
Venezuela	8,082	10.3%	39,655	35.9%	-79.6%
Brazil	1,073	1.4%	1,181	1.1%	-9.1%
Colombia	2,237	2.8%	1,343	1.2%	66.6%
Argentina	1,404	1.8%	1,458	1.3%	-3.7%
Chile	641	0.8%	600	0.5%	6.8%
Netherlands	3,414	4.3%	3,112	2.8%	9.7%
Germany	559	0.7%	504	0.5%	10.9%
Italy	352	0.4%	289	0.3%	21.8%
UK	901	1.1%	952	0.9%	-5.4%
Sweden	865	1.1%	1,208	1.1%	-28.4%
Other	6,232	7.9%	6,581	6.0%	-5.3%
Total	78,622	100.0%	110,307	100.0%	-28.7%

Source: ATA

Total stopover arrivals (persons staying 24 hours or more) for November 2016 showed a 28.7% decrease compared with November 2015.

Traffic from the USA was down by 0.7%, was down by 5.5% from Canada, down 79.6% from Venezuela, up 66.6% from Colombia, down 9.1% from Brazil and down 3.7% from Argentina. Arrivals were up 9.7% from The Netherlands.

Aruba: Total Visitors November 2016 YTD

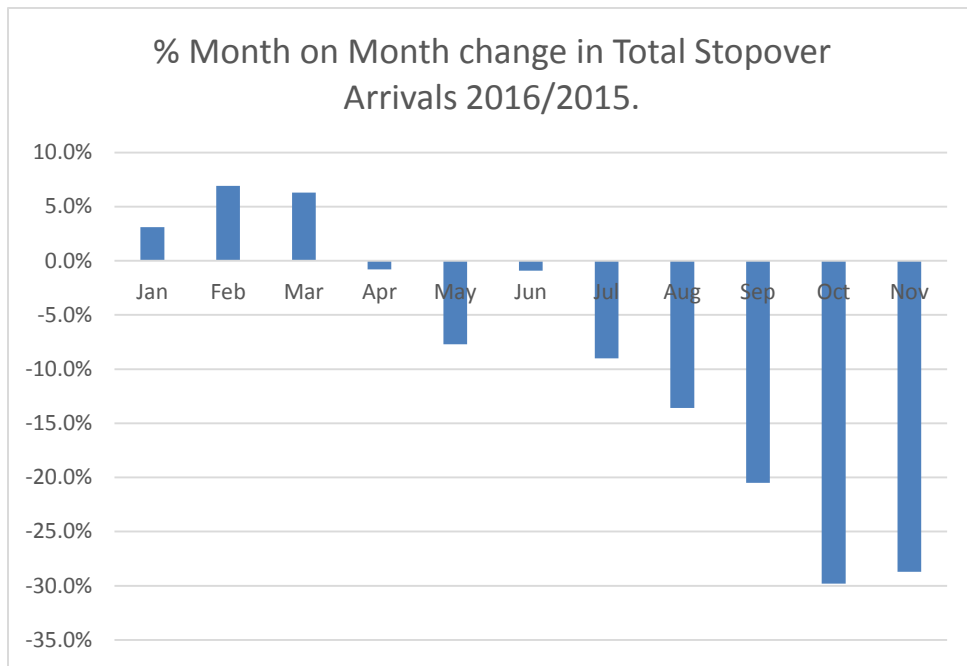
	2016	%	2015	%	% change
USA	573,019	57.0%	568,047	51.3%	0.9%
Canada	36,048	3.6%	38,444	3.5%	-6.2%
Venezuela	193,822	19.3%	310,544	28.1%	-37.6%
Brazil	11,465	1.1%	18,183	1.6%	-36.9%
Colombia	24,860	2.5%	17,568	1.6%	41.5%
Argentina	17,376	1.7%	14,243	1.3%	22.0%
Chile	10,220	1.0%	9,281	0.8%	10.1%
Netherlands	33,092	3.3%	32,761	3.0%	1.0%
Germany	4,287	0.4%	4,630	0.4%	-7.4%
Italy	7,104	0.7%	7,211	0.7%	-1.5%
UK	18,071	1.8%	11,983	1.1%	50.8%
Sweden	4,906	0.5%	4,999	0.5%	-1.9%
Other	70,642	7.0%	68,575	6.2%	3.0%
Total	1,004,912	100.0%	1,106,469	100.0%	-9.2%

Source: ATA

Total Stopover Arrivals by Month 2016

	2016	2015	% change
Jan	104,072	100,914	3.1%
Feb	96,185	89,991	6.9%
Mar	109,998	103,506	6.3%
Apr	98,823	99,604	-0.8%
May	80,964	87,691	-7.7%
Jun	86,697	87,447	-0.9%
Jul	99,418	109,251	-9.0%
Aug	96,319	111,471	-13.6%
Sep	77,323	97,263	-20.5%
Oct	76,491	109,024	-29.8%
Nov	78,622	110,307	-28.7%
YTD	1,004,912	1,106,469	-9.2%

Source: ATA



Expenditures

Tourism Receipts

(In Millions of AFL)

YEAR	1st	2nd	3rd	4th	TOTAL
2010	644.5	519.8	502.5	566.2	2,233.0
2011	690.4	582.1	555.4	583.4	2,411.3
2012	728.7	581.2	576.5	615.1	2,501.5
2013	774.9	621.4	600.6	680.4	2,666.0
2014	806.6	652.3	678.8	723.4	2,861.1
2015	864.4	672.0	685.4	718.7	2,940.5
2016	852.3	669.0			

Source: Central Bank of Aruba

Tourism Receipts

(Millions of AFL)

Quarter	2016	2015	change
1st	852.3	864.4	-1.4%
2nd	669.0	672.0	-0.4%
3rd		685.4	
4th		718.7	
YTD		2,940.5	

Source: Central Bank of Aruba

Whilst stopover visitor arrivals were up 5.4% in the first three months of 2016 tourism receipts fell by 1.4% in that quarter compared to first quarter 2015.

In the second quarter visitor arrivals declined by 3.0% whilst tourism receipts fell by 0.4% both compared to second quarter 2015.

Top Producing US States.

Aruba: Total Visitors: US States: November 2016

	2016	%	2015	%	% change
New York	9,317	18.8%	9,262	18.5%	0.6%
Massachusetts	5,752	11.6%	5,498	11.0%	4.6%
New Jersey	7,545	15.2%	6,905	13.8%	9.3%
Pennsylvania	2,854	5.8%	2,762	5.5%	3.3%
Illinois	1,717	3.5%	1,875	3.8%	-8.4%
Florida	2,861	5.8%	2,921	5.8%	-2.1%
Connecticut	1,945	3.9%	1,753	3.5%	11.0%
Maryland	1,869	3.8%	1,912	3.8%	-2.2%
Ohio	1,124	2.3%	1,233	2.5%	-8.8%
Michigan	1,102	2.2%	1,080	2.2%	2.0%
Virginia	1,106	2.2%	1,141	2.3%	-3.1%
Texas	1,302	2.6%	1,414	2.8%	-7.9%
California	1,062	2.1%	977	2.0%	8.7%
Other	10,015	20.2%	11,207	22.4%	-10.6%
Total	49,571	100.0%	49,940	100.0%	-0.7%

Source: ATA

Aruba: Total Visitors: US States: November 2016 YTD

	2016	%	2015	%	% change
New York	117,936	20.6%	113,511	20.0%	3.9%
Massachusetts	64,829	11.3%	63,433	11.2%	2.2%
New Jersey	74,244	13.0%	71,170	12.5%	4.3%
Pennsylvania	33,932	5.9%	33,433	5.9%	1.5%
Illinois	17,988	3.1%	20,534	3.6%	-12.4%
Florida	30,917	5.4%	30,565	5.4%	1.2%
Connecticut	21,265	3.7%	20,869	3.7%	1.9%
Maryland	20,848	3.6%	20,738	3.7%	0.5%
Ohio	16,173	2.8%	15,885	2.8%	1.8%
Michigan	12,362	2.2%	12,327	2.2%	0.3%
Virginia	14,624	2.6%	15,046	2.6%	-2.8%
Texas	20,169	3.5%	21,011	3.7%	-4.0%
California	13,428	2.3%	14,111	2.5%	-4.8%
Other	114,304	19.9%	115,414	20.3%	-1.0%
Total	573,019	100.0%	568,047	100.0%	0.9%

Source: ATA

Stopover Visitors by Number of Nights Stayed.

Aruba: Total Nights November 2016

	2016	%	2015	%	% change
USA	346,883	60.8%	352,358	51.7%	-1.6%
Canada	28,934	5.1%	29,349	4.3%	-1.4%
Venezuela	42,133	7.4%	153,368	22.5%	-72.5%
Brazil	7,422	1.3%	8,111	1.2%	-8.5%
Colombia	16,142	2.8%	10,282	1.5%	57.0%
Argentina	11,779	2.1%	11,763	1.7%	0.1%
Chile	4,476	0.8%	4,429	0.7%	1.1%
Netherlands	40,941	7.2%	36,865	5.4%	11.1%
Germany	5,327	0.9%	4,741	0.7%	12.4%
Italy	2,906	0.5%	2,804	0.4%	3.6%
UK	9,494	1.7%	10,541	1.5%	-9.9%
Sweden	10,942	1.9%	14,793	2.2%	-26.0%
Other	43,092	7.6%	41,935	6.2%	2.8%
Total	570,471	100.0%	681,339	100.0%	-16.3%

Source: ATA

Aruba: Average Length of Stay in Nights: November 2016

	2016	2015	% change
USA	7.00	7.06	-0.8%
Canada	8.79	8.42	4.4%
Venezuela	5.21	3.87	34.8%
Brazil	6.92	6.87	0.7%
Colombia	7.22	7.66	-5.7%
Argentina	8.39	8.07	4.0%
Chile	6.98	7.38	-5.4%
Netherlands	11.99	11.85	1.2%
Germany	9.53	9.41	1.3%
Italy	8.26	9.70	-14.9%
UK	10.54	11.07	-4.8%
Sweden	12.65	12.25	3.3%
Other	6.91	6.37	8.5%
Total	7.26	6.18	17.5%

Source: ATA

Aruba: Total Nights November 2016 YTD

	2016	%	2015	%	% change
USA	4,016,402	66.3%	4,011,179	65.5%	0.1%
Canada	312,419	5.2%	325,597	5.3%	-4.0%
Venezuela	1,020,367	16.9%	1,516,572	24.8%	-32.7%
Brazil	85,249	1.4%	110,811	1.8%	-23.1%
Colombia	215,987	3.6%	141,922	2.3%	52.2%
Argentina	152,493	2.5%	125,225	2.0%	21.8%
Chile	78,139	1.3%	69,838	1.1%	11.9%
Netherlands	409,734	6.8%	412,425	6.7%	-0.7%
Germany	41,735	0.7%	44,088	0.7%	-5.3%
Italy	52,016	0.9%	55,036	0.9%	-5.5%
UK	213,110	3.5%	139,880	2.3%	52.4%
Sweden	59,263	1.0%	58,211	1.0%	1.8%
Other	524,146	8.7%	463,072	7.6%	13.2%
Total	7,181,060	118.6%	7,473,856	122.0%	-3.9%

Source: ATA

Aruba: Average Length of Stay in Nights: November 2016 YTD

	2016	2015	% change
USA	7.01	7.06	-0.7%
Canada	8.67	8.47	2.3%
Venezuela	5.26	4.88	7.8%
Brazil	7.23	6.63	9.1%
Colombia	8.80	7.45	18.1%
Argentina	8.78	8.79	-0.2%
Chile	7.65	7.52	1.6%
Netherlands	12.38	12.59	-1.6%
Germany	9.74	9.52	2.2%
Italy	7.32	7.63	-4.1%
UK	11.79	11.67	1.0%
Sweden	12.08	11.64	3.7%
Other	7.42	6.75	9.9%
Total	7.15	6.75	5.8%

Source: ATA

Competing Destination performance.

The Caribbean Tourism Organization collects data from across the region. Their most recently published figures are from November 2016 which show a limited set of data for 2016. The following shows the percentage change in stopover visitor arrivals for 2016 compared to the same period in 2015.

	Total Stopover Visitors			Period
	2016	2015	% change	
Antigua	217,304	200,465	8.4%	Jan-Oct
Aruba	926,290	996,162	-7.0%	Jan-Oct
Bahamas	1,000,754	973,496	2.8%	Jan-Oct
Barbados	457,670	432,580	5.8%	Jan-Sep
Belize	315,512	271,291	16.3%	Jan-Oct
British Virgin Islands	302,841	291,474	3.9%	Jan-Aug
Cayman Islands	296,447	295,560	0.3%	Jan-Sep
Cuba	2,715,478	2,430,238	11.7%	Jan-Aug
Curacao	332,920	337,647	-1.4%	Jan-Sep
Dominican Republic	4,256,557	3,992,233	6.6%	Jan-Oct
Jamaica	1,652,612	1,610,733	2.6%	Jan-Sep
Puerto Rico	1,131,795	1,123,928	0.7%	Jan-Jul
Saint Lucia	288,931	286,923	0.7%	Jan-Oct
Turks & Caicos Islands	356,489	299,571	19.0%	Jan-Sep
US Virgin Islands	612,162	593,756	3.1%	Jan-Sep
Source CTO				

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The same CTO report also shows data for stopover visitor arrivals for 2016 from the USA to certain destinations.

Total US Stopover Visitors				
	2016	2015	% change	Period
Antigua	90,449	76,200	18.7%	Jan-Oct
Aruba	523,448	518,107	1.0%	Jan-Oct
Bahamas	795,514	757,632	5.0%	Jan-Jul
Barbados	123,820	111,852	10.7%	Jan-Sep
Belize	210,906	170,498	23.7%	Jan-Oct
British Virgin Islands	NA	NA	NA	NA
Cayman Islands	234,094	226,397	3.4%	Jan-Sep
Cuba	171,445	100,305	70.9%	Jan-Aug
Curacao	45,309	45,999	-1.5%	Jan-Sep
Dominican Republic	1,778,809	1,694,169	5.0%	Jan-Oct
Jamaica	1,083,134	1,030,575	5.1%	Jan-Sep
Puerto Rico	862,227	880,722	-2.1%	Jan-Jul
Saint Lucia	132,067	128,220	3.0%	Jan-Oct
Turks & Caicos Islands	290,888	247,564	17.5%	Jan-Sep
US Virgin Islands	NA	NA	NA	NA

Source CTO

US Citizens Outbound Travel 2016.

U.S. Citizens Outbound Travel - Caribbean			
	2016	2015	% change
Jan	588,925	560,268	5.1%
Feb	643,467	610,837	5.3%
Mar	809,877	755,526	7.2%
Apr	687,500	671,777	2.3%
May	641,598	647,866	-1.0%
Jun	803,919	783,320	2.6%
Jul	890,781	852,692	4.5%
Aug	640,065	656,606	-2.5%
Sep	416,980	403,601	3.3%
YTD	6,128,112	5,942,493	3.1%

Source: ITA: National Travel & Tourism Office

U.S. Citizens Outbound Travel - Total			
	2016	2015	% change
Jan	5,329,529	4,861,589	9.6%
Feb	5,201,686	4,696,331	10.8%
Mar	6,508,516	5,797,906	12.3%
Apr	5,834,736	5,473,174	6.6%
May	6,757,900	6,369,370	6.1%
Jun	8,227,499	7,751,682	6.1%
Jul	9,072,024	8,235,479	10.2%
Aug	7,438,193	7,066,754	5.3%
Sep	6,291,971	5,781,623	8.8%
YTD	60,897,584	56,284,519	8.2%

Source: ITA: National Travel & Tourism Office

U.S. Citizens Outbound Travel - Caribbean Share			
	2016	2015	% pt change
Jan	11.1%	11.5%	-0.5%
Feb	12.4%	13.0%	-0.6%
Mar	12.4%	13.0%	-0.6%
Apr	11.8%	12.3%	-0.5%
May	9.5%	10.2%	-0.7%
Jun	9.8%	10.1%	-0.3%
Jul	9.8%	10.4%	-0.5%
Aug	8.6%	9.3%	-0.7%
Sep	6.6%	7.0%	-0.4%
YTD	10.1%	10.6%	-0.5%

Source: ITA: National Travel & Tourism Office

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U.S. Citizens Outbound Travel - Jan - Sept 2016 YTD					
	2016	% share	2015	% share	% change
Europe	10,776,760	17.7%	10,089,550	17.9%	6.8%
Caribbean	6,128,112	10.1%	5,942,493	10.6%	3.1%
Asia	3,899,950	6.4%	3,543,489	6.3%	10.1%
South America	1,512,370	2.5%	1,339,340	2.4%	12.9%
Central America	2,305,722	3.8%	2,101,037	3.7%	9.7%
Oceania	516,412	0.8%	461,504	0.8%	11.9%
Middle East	1,620,682	2.7%	1,502,753	2.7%	7.8%
Africa	279,846	0.5%	266,680	0.5%	4.9%
Mexico (Air)	6,722,087	11.0%	5,980,252	10.6%	12.4%
Mexico (Other)	15,926,426	26.2%	14,953,789	26.6%	6.5%
Canada	11,209,280	18.4%	10,103,632	18.0%	10.9%
Total	60,897,647	100.0%	56,284,519	100.0%	8.2%

Source: ITA: National Travel & Tourism Office

Cruise Traffic.

Cruise Visitors: Aruba 2016

	2016		2015		Per cent change	
	Calls	Passengers	Calls	Passengers	Calls	Passengers
Jan	52	101,534	42	77,819	23.8%	30.5%
Feb	38	81,574	38	76,067	0.0%	7.2%
Mar	48	96,736	34	61,105	41.2%	58.3%
Apr	26	50,579	24	49,644	8.3%	1.9%
May	8	20,462	13	26,447	-38.5%	-22.6%
Jun	7	25,452	9	22,243	-22.2%	14.4%
Jul	8	18,921	10	23,627	-20.0%	-19.9%
Aug	11	22,557	10	23,282	10.0%	-3.1%
Sep	7	21,411	13	24,372	-46.2%	-12.1%
Oct	17	38,349	20	50,953	-15.0%	-24.7%
Nov	38	77,826	35	79,753	8.6%	-2.4%
YTD	260	555,401	248	515,312	4.8%	7.8%

Source: Aruba Port Authority.

In November 2016 Aruba saw a 2.4% decrease in the number of cruise passengers compared with November 2015. Year to date the volume of cruise traffic has grown by 7.8%.

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The CTO numbers for 2016 for cruise visitor traffic show

	Total Cruise Visitors			Period
	2016	2015	% change	
Antigua	414,574	440,094	-5.8%	Jan-Sep
Aruba	477,575	435,559	9.6%	Jan-Oct
Bahamas	2,451,944	2,410,060	1.7%	Jan-Aug
Barbados	394,410	396,148	-0.4%	Jan-Sep
Belize	758,315	733,264	3.4%	Jan-Oct
British Virgin Islands	465,870	315,083	47.9%	Jan-Aug
Cayman Islands	1,280,236	1,210,997	5.7%	Jan-Sep
Cozumel	2,852,625	2,686,632	6.2%	Jan-Oct
Curacao	323,717	355,010	-8.8%	Jan-Sep
Dominican Republic	561,454	336,597	66.8%	Jan-Sep
Jamaica	1,223,608	1,116,513	9.6%	Jan-Sep
Puerto Rico	819,226	923,393	-11.3%	Jan-Jul
Saint Lucia	391,944	506,129	-22.6%	Jan-Oct
St. Maarten	1,029,027	1,249,699	-17.7%	Jan-Jul
Turks & Caicos Islands	686,383	745,333	-7.9%	Jan-Oct
US Virgin Islands	1,406,316	1,431,856	-1.8%	Jan-Oct
sub total	15,537,224	15,292,367	1.6%	

Source CTO

Place of Stay

The following numbers are from the ATA data base and derived from the information entered on the immigration card by all visitors.

	Place of Stay: Visitors 2016				
	Nov 2016		Nov 2015		% change
	Visitors	%	Visitors	%	
Hotels	42,366	53.9%	42,555	38.6%	-0.4%
Timeshare	20,713	26.3%	21,902	19.9%	-5.4%
Apts/Priv Homes	15,543	19.8%	45,850	41.6%	-66.1%
Total	78,622	100.0%	110,307	100.0%	-28.7%

Source: ATA

The hotels category includes High Rise hotels, Low Rise hotels and the Tropicana. As shown above in November 2016 the number of visitors staying in hotel accommodation fell by 0.4%, those staying in a timeshare resort fell by 5.4% and those staying in apartments, guest houses or private homes declined by 67.8%.

	Place of Stay: Visitor Nights 2016				
	Nov 2016		Nov 2015		% change
	Nights	%	Nights	%	
Hotels	260,977	45.7%	267,762	39.3%	-2.5%
Timeshare	172,243	30.2%	183,033	26.9%	-5.9%
Apts/Priv Homes	137,251	24.1%	230,544	33.8%	-40.5%
Total	570,471	100.0%	681,339	100.0%	-16.3%

Source: ATA

	Average Length of Stay in Nights 2016		
	Nov 2016	Nov 2015	% change
	Nights	Nights	
Hotels	6.16	6.29	-2.1%
Timeshare	8.32	8.36	-0.5%
Apts/Priv Homes	8.83	5.03	75.6%
Total	7.26	6.18	17.5%

Source: ATA

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Visitors 2016

	Nov 2016 YTD		Nov 2015 YTD		% change
	Visitors	%	Visitors	%	
Hotels	497,359	49.5%	495,403	44.8%	0.4%
Timeshare	246,887	24.6%	252,565	22.8%	-2.2%
Apts/Priv Homes	260,666	25.9%	358,501	32.4%	-27.3%
Total	1,004,912	100.0%	1,106,469	100.0%	-9.2%

Source: ATA

Visitor Nights Full Year 2016

	Nov 2016 YTD		Nov 2015 YTD		% change
	Nights	%	Nights	%	
Hotels	3,114,793	43.4%	3,091,411	41.4%	0.8%
Timeshare	2,049,340	28.5%	2,079,361	27.8%	-1.4%
Apts/Priv Homes	2,016,927	28.1%	2,303,084	30.8%	-12.4%
Total	7,181,060	100.0%	7,473,856	100.0%	-3.9%

Source: ATA

Average Length of Stay in Nights 2016

	Nov 2016 YTD		Nov 2015 YTD		% change
	Nights		Nights		
Hotels	6.26		6.24		0.4%
Timeshare	8.30		8.23		0.8%
Apts/Priv Homes	7.74		6.42		20.4%
Total	7.15		6.75		5.8%

Source: ATA

Hotel Nights by Market.

The following numbers are from the ATA data base and derived from the information entered on the immigration card by all visitors as to the length of their intended stay.

Aruba: Total Hotel Nights November 2016

	2016	%	2015	%	% change
USA	170,411	65.3%	171,719	64.1%	-0.8%
Canada	15,288	5.9%	17,220	6.4%	-11.2%
Venezuela	11,074	4.2%	10,082	3.8%	9.8%
Brazil	5,401	2.1%	5,735	2.1%	-5.8%
Colombia	5,480	2.1%	3,379	1.3%	62.2%
Argentina	8,799	3.4%	9,139	3.4%	-3.7%
Netherlands	8,253	3.2%	7,785	2.9%	6.0%
Germany	2,635	1.0%	2,486	0.9%	6.0%
Italy	1,527	0.6%	1,357	0.5%	12.5%
UK	7,144	2.7%	7,691	2.9%	-7.1%
Other	24,965	9.6%	31,169	11.6%	-19.9%
Total	260,977	100.0%	267,762	100.0%	-2.5%

Source: ATA

Aruba: Total Hotel Nights November YTD 2016

	2016	%	2015	%	% change
USA	1,947,110	62.5%	1,951,022	63.1%	-0.2%
Canada	172,430	5.5%	195,078	6.3%	-11.6%
Venezuela	192,083	6.2%	202,000	6.5%	-4.9%
Brazil	56,978	1.8%	93,064	3.0%	-38.8%
Colombia	57,113	1.8%	46,552	1.5%	22.7%
Argentina	115,050	3.7%	92,793	3.0%	24.0%
Netherlands	87,074	2.8%	95,801	3.1%	-9.1%
Germany	19,198	0.6%	22,977	0.7%	-16.4%
Italy	33,925	1.1%	35,199	1.1%	-3.6%
UK	175,516	5.6%	104,242	3.4%	68.4%
Other	258,316	8.3%	252,683	8.2%	2.2%
Total	3,114,793	100.0%	3,091,411	100.0%	0.8%

Source: ATA

Use of Accommodation by visitors from Venezuela.

During 2015 there was a sharp change in the use of accommodation by Venezuelan visitors, a trend which has continued during 2016.

The number of visitors from Venezuela using hotel accommodation in November increased by 9.1%. Interestingly the number using private homes/apartments and condominiums fell by 87.5% and comprised 56.1% of all Venezuelan visitors in November 2016, down from 91.7% in November 2015.

Visitors from Venezuela 2016					
	Nov 2016		Nov 2015		% change
	Visitors	%	Visitors	%	
Hotels	2,926	36.2%	2,682	6.8%	9.1%
Timeshare	619	7.7%	592	1.5%	4.6%
Apts/Priv Homes	4,537	56.1%	36,381	91.7%	-87.5%
Total	8,082	100.0%	39,655	100.0%	-79.6%

Source: ATA

Visitor Nights from Venezuela 2016					
	Nov 2016		Nov 2015		% change
	Nights	%	Nights	%	
Hotels	11,074	26.3%	10,082	6.6%	9.8%
Timeshare	3,482	8.3%	2,795	1.8%	24.6%
Apts/Priv Homes	27,577	65.5%	140,491	91.6%	-80.4%
Total	42,133	100.0%	153,368	100.0%	-72.5%

Source: ATA

Average Length of Stay Venezuela 2016					
	Nov 2016		Nov 2015		% change
	Nights		Nights		
Hotels	3.78	nts	3.76	nts	0.7%
Timeshare	5.63	nts	4.72	nts	19.1%
Apts/Priv Homes	6.08	nts	3.86	nts	57.4%
Total	5.21	nts	3.87	nts	34.8%

Source: ATA

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Visitors from Venezuela 2016

	Nov 2016 YTD		Nov 2015 YTD		% change
	Visitors	%	Visitors	%	
Hotels	44,027	22.7%	48,238	15.5%	-8.7%
Timeshare	18,714	9.7%	18,931	6.1%	-1.1%
Apts/Priv Homes	131,081	67.6%	243,375	78.4%	-46.1%
Total	193,822	100.0%	310,544	100.0%	-37.6%

Source: ATA

Visitor Nights from Venezuela 2016

	Nov 2016 YTD		Nov 2015 YTD		% change
	Nights	%	Nights	%	
Hotels	192,083	18.8%	202,000	13.3%	-4.9%
Timeshare	136,828	13.4%	132,366	8.7%	3.4%
Apts/Priv Homes	691,456	67.8%	1,182,206	78.0%	-41.5%
Total	1,020,367	100.0%	1,516,572	100.0%	-32.7%

Source: ATA

Average Length of Stay Venezuela 2016

	Nov 2016 YTD		Nov 2015 YTD		% change
	Nights		Nights		
Hotels	4.36	nts	4.19	nts	4.2%
Timeshare	7.31	nts	6.99	nts	4.6%
Apts/Priv Homes	5.28	nts	4.86	nts	8.6%
Total	5.26	nts	4.88	nts	7.8%

Source: ATA

Hotel Performance Aruba 2016

November 2016	2016	2015	2016/2015 % change	
Rooms	4,923	4,862	1.3%	
ARN	147,690	145,860	1.3%	
ORN	116,778	112,566	3.7%	
% occupancy	79.1%	77.2%	1.9%	points
ADR	\$193.39	\$194.77	-0.7%	
Rev Par	\$152.91	\$150.31	1.7%	

Based on data from 15 properties.

Total transient hotel room inventory for Aruba in November 2016 stood at 5,378 rooms. In addition to the transient hotel room inventory there were an estimated total of 3,430 timeshare units. It should be noted that the Divi All Inclusive added 60 rooms in February 2016.

In November 2016 the hotel sector saw a 1.9 percentage point increase in average room occupancy, from 77.2% to 79.1%, but a 0.7% decrease in the average daily room rate (ADR). With a higher average room occupancy but lower ADR revenue per available room (rev par) increased by 1.7% compared with November 2015.

Year to Date.

November 2016 YTD	2016	2015	2016/2015 % change	
Rooms	4,919	4,858	1.3%	
ARN	1,644,355	1,577,617	4.2%	
ORN	1,312,063	1,231,052	6.6%	
% occupancy	79.8%	78.0%	1.8%	points
ADR	\$222.03	\$232.84	-4.6%	
Rev Par	\$177.16	\$181.69	-2.5%	

Based on data from 15 properties.

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By Month.

2016	Avg Occupancy			ADR			RevPar		
	2016	2015	% pt chng	2016	2015	% chng	2016	2015	% chng
Jan	78.2%	84.9%	-6.7%	\$299.55	\$305.87	-2.1%	\$234.15	\$259.78	-9.9%
Feb	84.1%	87.0%	-2.9%	\$307.59	\$308.25	-0.2%	\$258.72	\$268.04	-3.5%
Mar	78.1%	77.1%	1.0%	\$304.10	\$293.17	3.7%	\$237.45	\$225.98	5.1%
Apr	79.9%	82.1%	-2.2%	\$215.84	\$253.63	-14.9%	\$172.41	\$208.34	-17.2%
May	76.3%	74.2%	2.1%	\$187.89	\$200.87	-6.5%	\$143.32	\$148.98	-3.8%
Jun	77.9%	70.5%	7.4%	\$185.52	\$199.46	-7.0%	\$144.51	\$140.56	2.8%
Jul	84.1%	81.9%	2.2%	\$204.80	\$216.78	-5.5%	\$172.28	\$177.51	-2.9%
Aug	83.8%	78.9%	4.9%	\$192.12	\$203.30	-5.5%	\$161.04	\$160.32	0.5%
Sep	79.9%	71.1%	8.8%	\$174.57	\$176.04	-0.8%	\$139.48	\$125.25	11.4%
Oct	76.6%	73.1%	3.5%	\$177.64	\$181.93	-2.4%	\$136.01	\$133.00	2.3%
Nov	79.1%	77.2%	1.9%	\$193.39	\$194.77	-0.7%	\$152.91	\$150.31	1.7%
YTD	79.8%	78.0%	1.8%	\$222.03	\$232.84	-4.6%	\$177.16	\$181.69	-2.5%

Performance by Category – November 2016.

	November 2016						
	Rooms	ARN	ORN	%opy	Revenue	\$ADR	\$RevPar
Brand Name Beach Front	2,035	61,050	45,186	74.0%	\$12,068,767.00	\$267.09	\$197.69
All Inclusives	1,841	55,230	45,792	82.9%	\$6,419,224.00	\$140.18	\$116.23
Small Independent Beach Front	176	5,280	4,847	91.8%	\$1,374,919.00	\$283.66	\$260.40
Non-Beach Front	871	26,130	20,953	80.2%	\$2,720,792.00	\$129.85	\$104.13
Total	4,923	147,690	116,778	79.1%	\$22,583,702.00	\$193.39	\$152.91

	November 2015						
	Rooms	ARN	ORN	%opy	Revenue	\$ADR	\$RevPar
Brand Name Beach Front	2,040	61,200	45,851	74.9%	\$12,474,612.00	\$272.07	\$203.83
All Inclusives	1,777	53,310	43,729	82.0%	\$5,671,220.00	\$129.69	\$106.38
Small Independent Beach Front	176	5,280	4,847	91.8%	\$1,307,746.00	\$269.81	\$247.68
Non-Beach Front	869	26,070	18,139	69.6%	\$2,470,632.00	\$136.21	\$94.77
Total	4,862	145,860	112,566	77.2%	\$21,924,210.00	\$194.77	\$150.31

	Per Cent Change						
	Rooms	ARN	ORN	% pt change	Revenue	\$ADR	\$RevPar
Brand Name Beach Front	-0.2%	-0.2%	-1.5%	-0.9%	-3.3%	-1.8%	-3.0%
All Inclusives	3.6%	3.6%	4.7%	0.9%	13.2%	8.1%	9.3%
Small Independent Beach Front	0.0%	0.0%	0.0%	0.0%	5.1%	5.1%	5.1%
Non-Beach Front	0.2%	0.2%	15.5%	10.6%	10.1%	-4.7%	9.9%
Total	1.3%	1.3%	3.7%	1.9%	3.0%	-0.7%	1.7%

Brand Name Beachfront Hotels

The Aruba Marriott, the Holiday Inn, the Hyatt Regency Aruba, the Ritz Carlton Aruba and the Hilton Aruba Caribbean Resort & Casino.

All Inclusives Resorts.

Divi Tamarijn and Divi All Inclusive, the Occidental Grand, the Riu Palace and the Riu Palace Antillas.

Small Independent Beach Front Hotels.

Bucuti & Tara Beach Resort, the Manchebo Beach Resort

Non Beachfront Hotels.

The Mill Resort, the Talk of the Town, the Renaissance Aruba, the Tropicana Aruba Resort & Casino.

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Performance by Category – Year to Date.

November YTD 2016	2016						
	Rooms	ARN	ORN	%opy	Revenue	\$ADR	\$RevPar
Brand Name Beach Front	2,033	681,535	516,043	75.7%	\$161,006,885.00	\$312.00	\$236.24
All Inclusives	1,841	614,485	531,537	86.5%	\$81,415,688.00	\$153.17	\$132.49
Small Independent Beach Front	176	58,960	53,383	90.5%	\$16,845,277.00	\$315.56	\$285.71
Non-Beach Front	862	289,375	211,100	73.0%	\$32,052,563.00	\$151.84	\$110.76
Total	4,912	1,644,355	1,312,063	79.8%	\$291,320,413.00	\$222.03	\$177.16

November YTD 2015	2015						
	Rooms	ARN	ORN	%opy	Revenue	\$ADR	\$RevPar
Brand Name Beach Front	2,040	681,360	516,366	75.8%	\$168,861,264.00	\$327.02	\$247.83
All Inclusives	1,777	549,819	472,006	85.8%	\$70,139,815.00	\$148.60	\$127.57
Small Independent Beach Front	176	58,784	53,844	91.6%	\$16,413,135.00	\$304.83	\$279.21
Non-Beach Front	855	287,654	188,566	65.6%	\$31,226,809.00	\$165.60	\$108.56
Total	4,848	1,577,617	1,231,052	78.0%	\$ 286,641,023.00	\$232.84	\$181.69

November YTD 2016	Per Cent Change						
	Rooms	ARN	ORN	% pt change	Revenue	\$ADR	\$RevPar
Brand Name Beach Front	-0.3%	0.0%	-0.1%	-0.1%	-4.7%	-4.6%	-4.7%
All Inclusives	3.6%	11.8%	12.6%	0.7%	16.1%	3.1%	3.9%
Small Independent Beach Front	0.0%	0.3%	-0.9%	-1.1%	2.6%	3.5%	2.3%
Non-Beach Front	0.8%	0.6%	12.0%	7.4%	2.6%	-8.3%	2.0%
Total	1.3%	4.2%	6.6%	1.8%	1.6%	-4.6%	-2.5%

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Competing Destination performance.

Smith Travel Research collects data from hotels across the Caribbean on behalf of the CHTA. The following numbers are based on this STR report and show the performance figures for hotels in various Caribbean countries for October 2016 compared with October 2015 and for October YTD.

October 2016	Average Room Occupancy			Average Daily Rate			RevPar			#Hotels in
	2016	2015	% pt change	2016	2015	% change	2016	2015	% change	Sample
Aruba	76.6%	73.1%	3.5%	\$177.64	\$181.93	-2.4%	\$136.01	\$133.00	2.3%	15
Barbados	58.4%	59.4%	-1.0%	\$226.17	\$209.73	7.8%	\$132.08	\$124.52	6.1%	33
Cancun	58.8%	57.2%	1.6%	\$154.32	\$164.64	-6.3%	\$90.71	\$94.16	-3.7%	47
Cayman Islands	na	na	na	na	na	na	na	na	na	7
Curacao	69.5%	69.4%	0.1%	\$137.82	\$135.08	2.0%	\$95.73	\$93.70	2.2%	12
Dominican Republic	63.1%	55.6%	7.5%	\$108.58	\$105.24	3.2%	\$68.48	\$58.50	17.1%	29
Jamaica	54.6%	56.2%	-1.6%	\$177.58	\$175.79	1.0%	\$97.04	\$98.83	-1.8%	11
Puerto Rico	55.2%	64.2%	-9.0%	\$143.75	\$154.44	-6.9%	\$79.42	\$99.22	-20.0%	42
USVI	65.0%	60.9%	4.1%	\$196.27	\$195.51	0.4%	\$127.59	\$119.09	7.1%	6
Caribbean	54.7%	56.1%	-1.4%	\$147.45	\$152.21	-3.1%	\$80.71	\$85.42	-5.5%	240

Source: STR.

October YTD 2016	Average Room Occupancy			Average Daily Rate			RevPar			#Hotels in
	2016	2015	% pt change	2016	2015	% change	2016	2015	% change	Sample
Aruba	79.9%	78.1%	1.8%	\$224.83	\$236.67	-5.0%	\$179.56	\$184.89	-2.9%	15
Barbados	66.3%	67.0%	-0.7%	\$276.00	\$275.86	0.1%	\$183.01	\$184.94	-1.0%	33
Cancun	71.1%	73.8%	-2.7%	\$202.82	\$198.65	2.1%	\$144.29	\$146.51	-1.5%	47
Cayman Islands	na	na	na	na	na	na	na	na	na	7
Curacao	68.1%	70.9%	-2.8%	\$146.01	\$151.15	-3.4%	\$99.44	\$107.16	-7.2%	12
Dominican Republic	73.4%	70.5%	2.9%	\$132.96	\$131.16	1.4%	\$97.65	\$92.52	5.5%	29
Jamaica	66.9%	71.1%	-4.2%	\$229.25	\$238.39	-3.8%	\$153.45	\$169.44	-9.4%	11
Puerto Rico	71.2%	75.2%	-4.0%	\$181.81	\$187.54	-3.1%	\$129.38	\$141.04	-8.3%	42
USVI	78.5%	77.0%	1.5%	\$327.87	\$315.70	3.9%	\$257.44	\$243.14	5.9%	6
Caribbean	67.1%	68.5%	-1.4%	\$198.62	\$198.93	-0.2%	\$133.31	\$136.23	-2.1%	240

Source: STR.

Visitors by Carrier.

The table below shows the number of non-resident visitors brought in by various airline carriers during November 2016. It does not show the number of passengers in transit (for example from The Netherlands through to Bonaire) nor does it show the number of returning residents of Aruba which used any one of the carriers. Note that US Airways merged with American Airlines during October 2015.

Stopovers: By Airline: November 2016

(Non-resident stopover Arrivals)					
	2016	% share	2015	% share	% change
Laser	4,004	5.1%	22,246	20.2%	-82.0%
American Airlines	12,370	15.7%	14,023	12.7%	-11.8%
jetBlue	10,950	13.9%	11,072	10.0%	-1.1%
United Airlines	10,809	13.7%	8,673	7.9%	24.6%
Delta Air Lines	9,709	12.3%	8,558	7.8%	13.4%
Southwest/Air Tran	5,775	7.3%	6,810	6.2%	-15.2%
Insel Air	3,637	4.6%	6,316	5.7%	-42.4%
Avior	63	0.1%	4,349	3.9%	-98.6%
Copa	2,714	3.5%	2,306	2.1%	17.7%
Avianca	2,443	3.1%	2,286	2.1%	6.9%
Sunwing	875	1.1%	1,301	1.2%	-32.7%
Aruba Airlines	1,221	1.6%	4,550	4.1%	-73.2%
KLM	2,765	3.5%	2,252	2.0%	22.8%
Aserca	1,573	2.0%	3,609	3.3%	-56.4%
WestJet	252	0.3%	658	0.6%	-61.7%
Venezolana	-	0.0%	2,019	1.8%	-100.0%
ArkeFly	1,255	1.6%	1,321	1.2%	-5.0%
Thomas Cook	662	0.8%	959	0.9%	0.0%
Air Canada	530	0.7%	565	0.5%	-6.2%
GOL	-	0.0%	428	0.4%	-100.0%
Surinam Airways	819	1.0%	446	0.4%	83.6%
Spirit Airlines	436	0.6%	443	0.4%	-1.6%
US Airways	-	0.0%	-	0.0%	0.0%
Tiara Air	-	0.0%	-	0.0%	0.0%
Private	1,500	1.9%	713	0.6%	110.4%
Charter	1,626	2.1%	2,404	2.2%	-32.4%
Other	2,634	3.4%	2,000	1.8%	31.7%
TOTAL	78,622	100.0%	110,307	100.0%	-28.7%

Source: ATA

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Stopovers: By Airline: November 2016 YTD

(Non-resident stopover Arrivals)

	2016 YTD	% share	2015 YTD	% share	% change
Laser	109,189	10.9%	131,061	11.8%	-16.7%
American Airlines	147,366	14.7%	107,218	9.7%	37.4%
jetBlue	128,942	12.8%	122,364	11.1%	5.4%
United Airlines	124,844	12.4%	117,425	10.6%	6.3%
Delta Air Lines	105,484	10.5%	102,938	9.3%	2.5%
Southwest/Air Tran	70,762	7.0%	69,352	6.3%	2.0%
Insel Air	45,877	4.6%	66,744	6.0%	-31.3%
Avior	16,467	1.6%	41,275	3.7%	-60.1%
Copa	29,203	2.9%	27,504	2.5%	6.2%
Avianca	26,590	2.6%	24,951	2.3%	6.6%
Sunwing	13,396	1.3%	15,261	1.4%	-12.2%
Aruba Airlines	21,690	2.2%	32,180	2.9%	-32.6%
KLM	23,182	2.3%	23,339	2.1%	-0.7%
Aserca	24,641	2.5%	34,770	3.1%	-29.1%
WestJet	6,440	0.6%	6,999	0.6%	-8.0%
Venezolana	5,120	0.5%	20,351	1.8%	-74.8%
ArkeFly	13,151	1.3%	13,786	1.2%	-4.6%
Thomas Cook	2,876	0.3%	3,204	0.3%	-10.2%
Air Canada	7,376	0.7%	6,650	0.6%	10.9%
GOL	984	0.1%	7,271	0.7%	-86.5%
Surinam Airways	7,367	0.7%	4,616	0.4%	59.6%
Spirit Airlines	5,666	0.6%	5,868	0.5%	-3.4%
US Airways	-	0.0%	72,322	6.5%	-100.0%
Tiara Air	127	0.0%	479	0.0%	-73.5%
Private	10,568	1.1%	11,826	1.1%	-10.6%
Charter	22,775	2.3%	13,180	1.2%	72.8%
Other	34,829	3.5%	23,535	2.1%	48.0%
TOTAL	1,004,912	100.0%	1,106,469	100.0%	-9.2%

Source: ATA

Monthly Update - Aruba's Tourism Industry: November 2016 and Year to Date 2016

Carriers Used by Venezuelans.

Venezuelan Stopovers: By Airline: November 2016

(Non-resident stopover Arrivals)

	Nov 2016	% share	Nov 2015	% share	% change
US Carriers					
American Airlines	301	3.7%	335	0.8%	-10.1%
Delta Air Lines	69	0.9%	36	0.1%	91.7%
United Airlines	51	0.6%	19	0.0%	168.4%
US Airways	-	0.0%	-	0.0%	0.0%
Southwest/Air Tran	46	0.6%	35	0.1%	31.4%
jetBlue	44	0.5%	22	0.1%	100.0%
Spirit Airlines	21	0.3%	4	0.0%	425.0%
Total US Carriers	532	6.6%	451	1.1%	18.0%
Canada					
Air Canada	11	0.1%	6	0.0%	83.3%
WestJet	3	0.0%	14	0.0%	-78.6%
Total Canada	14	0.2%	20	0.1%	-30.0%
Europe					
KLM	14	0.2%	33	0.1%	-57.6%
Arke Fly	8	0.1%	11	0.0%	-27.3%
Total Europe	22	0.3%	44	0.1%	-50.0%
Other Non-Venezuelan					
Copa	40	0.5%	42	0.1%	-4.8%
Surinam Airlines	25	0.3%	6	0.0%	316.7%
Total Other Non Venez	65	0.8%	48	0.1%	35.4%
Total (Non-Aruba/Non Venezuelan)	633	7.8%	563	1.4%	12.4%
Other (Aruban/Venezuelan)	7,449	92.2%	39,092	98.6%	-80.9%
Total	8,082	100.0%	39,655	100.0%	-79.6%

Source: ATA

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A portion of Venezuelan business to Aruba in November 2016 was thought to be residents of Venezuela travelling via Aruba to other countries, notably the United States and returning through Aruba to Venezuela.

The above table shows the number of residents of Venezuela who arrived in Aruba using a non-Venezuelan (or Aruban) airline. This is a good indicator of the number of Venezuelans who travelled to and from other countries via Aruba.

The table shows that 532 residents of Venezuela (6.6% of all Venezuelans visiting Aruba) arrived in Aruba by a scheduled US carrier (i.e. were returning to Venezuela via Aruba) so were probably visiting the USA. This was up by 18.0% compared to November 2015. In total 633 residents of Venezuela (7.8% of all Venezuelans visiting Aruba) arrived in Aruba by a scheduled carrier other than one based in Venezuela or Aruba.

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Venezuelan Stopovers: By Airline: November 2016

(Non-resident stopover Arrivals)

Carriers	Inbound To Aruba by Carrier Used		
	Total	Venezuelans	%
US Carriers			
American Airlines	12,370	301	2.4%
Delta Air Lines	9,709	69	0.7%
United Airlines	10,809	51	0.5%
US Airways	-	-	0.0%
Southwest/Air Tran	5,775	46	0.8%
jetBlue	10,950	44	0.4%
Spirit Airlines	436	21	4.8%
Total US Carriers	50,049	532	1.1%
Canada			
Air Canada	530	11	2.1%
WestJet	252	3	1.2%
Total Canada	782	14	1.8%
Europe			
KLM	2,765	14	0.5%
Arke Fly	1,255	8	0.6%
Total Europe	4,020	22	0.5%
Other Non-Venezuelan			
Copa	2,714	40	1.5%
Surinam Airlines	819	25	3.1%
Total Other Non Venez	3,533	65	1.8%
Total (Non-Aruba/Non Venezuelan)			
	58,384	633	1.1%
Other (Aruban/Venezuelan)	20,238	7,449	36.8%
Total	78,622	8,082	10.3%

Source ATA

The above table shows the number of Venezuelan residents who arrived in Aruba as a percentage of the total non-residents carried by an airline.

Thus 2.4% of all non-residents arriving in Aruba on American Airlines in November 2016 were residents of Venezuela and 0.7% of all non-residents arriving in Aruba on Delta Air Lines in November 2016 were residents of Venezuela.

Venezuelans arriving on American Airlines.

Percentage of all Non-Resident Passengers arriving
in Aruba on American Airlines who were
residents of Venezuela

	2016
Jan	15.1%
Feb	2.0%
Mar	1.6%
Apr	1.1%
May	1.2%
Jun	1.1%
Jul	1.5%
Aug	4.5%
Sep	8.1%
Oct	2.7%
Nov	2.4%

In November 2016 2.4% of all non-resident passengers arriving in Aruba on an American Airlines flight were residents of Venezuela. This is down substantially from January 2016 when the number was 15.1%.

Age of Visitors.

The biggest changes in age demographics in November 2016 came in the 0 – 11 years and 20-29 years old categories (down 45.1% and 47.0% respectively).

Age of All Stopover Visitors November 2016

	2016	% share	2015	% share	% change
0 - 11 yrs	5,106	6.5%	9,303	8.4%	-45.1%
12 - 19 yrs	3,170	4.0%	3,901	3.5%	-18.7%
20 - 29 yrs	8,657	11.0%	16,338	14.8%	-47.0%
30 - 39 yrs	12,890	16.4%	23,056	20.9%	-44.1%
40 - 49 yrs	13,753	17.5%	18,721	17.0%	-26.5%
50 - 59 yrs	16,210	20.6%	18,989	17.2%	-14.6%
60 - 69 yrs	12,980	16.5%	14,228	12.9%	-8.8%
70 yrs or more	5,852	7.4%	5,769	5.2%	1.4%
Not Stated	4	0.0%	2	0.0%	100.0%
Total	78,622	100.0%	110,307	100.0%	-28.7%

Source: ATA

Age of All Stopover Visitors November 2016 YTD

	2016	% share	2015	% share	% change
0 - 11 yrs	81,203	8.1%	96,030	8.7%	-15.4%
12 - 19 yrs	63,416	6.3%	63,191	5.7%	0.4%
20 - 29 yrs	134,077	13.3%	163,087	14.7%	-17.8%
30 - 39 yrs	171,090	17.0%	211,962	19.2%	-19.3%
40 - 49 yrs	175,945	17.5%	189,177	17.1%	-7.0%
50 - 59 yrs	190,671	19.0%	195,587	17.7%	-2.5%
60 - 69 yrs	132,368	13.2%	133,219	12.0%	-0.6%
70 yrs or more	56,114	5.6%	54,169	4.9%	3.6%
Not Stated	28	0.0%	47	0.0%	-40.4%
Total	1,004,912	100.0%	1,106,469	100.0%	-9.2%

Source: ATA

Age of Visitors from the USA.

The biggest changes in age demographics in November 2016 for visitors from the USA came in the 12 – 19 years old categories (up by 11.9%). There was a 10.6% decline in the number of visitors between 30 – 39 years.

Age of All US Stopover Visitors November 2016

	2016	% share	2015	% share	% change
0 - 11 yrs	3,313	6.7%	3,349	6.7%	-1.1%
12 - 19 yrs	2,295	4.6%	2,051	4.1%	11.9%
20 - 29 yrs	4,383	8.8%	4,405	8.8%	-0.5%
30 - 39 yrs	6,635	13.4%	7,420	14.9%	-10.6%
40 - 49 yrs	8,581	17.3%	8,579	17.2%	0.0%
50 - 59 yrs	10,694	21.6%	10,517	21.1%	1.7%
60 - 69 yrs	9,295	18.8%	9,348	18.7%	-0.6%
70 yrs or more	4,372	8.8%	4,269	8.5%	2.4%
Not Stated	3	0.0%	2	0.0%	100.0%
Total	49,571	100.0%	49,940	100.0%	-0.7%

Source: ATA

Age of All US Stopover Visitors November 2016 YTD

	2016	% share	2015	% share	% change
0 - 11 yrs	38,061	7.3%	38,403	7.4%	-0.9%
12 - 19 yrs	38,294	7.3%	35,908	6.9%	6.6%
20 - 29 yrs	63,674	12.2%	64,209	12.4%	-0.8%
30 - 39 yrs	78,118	14.9%	84,416	16.3%	-7.5%
40 - 49 yrs	99,196	19.0%	97,467	18.8%	1.8%
50 - 59 yrs	122,666	23.4%	118,933	23.0%	3.1%
60 - 69 yrs	93,007	17.8%	90,382	17.4%	2.9%
70 yrs or more	39,983	7.6%	38,322	7.4%	4.3%
Not Stated	19	0.0%	7	0.0%	171.4%
Total	573,019	109.5%	568,047	109.6%	0.9%

Source: ATA

First Time/Repeat Visitors.

In November 2016 39.8% of our visitors reported they were visiting for the first time and 46.6% reported they had visited before. 13.6% of our visitors did not report how many times they visited. Assigning the number who did not report on a *pro rata* basis results in an overall percentage of 46% first time and 54% repeat.

Number of visits to Aruba: November 2016

Number of Times Visited	2016	% share	2015	% share	% change
First Time	31,329	39.8%	47,526	43.1%	-34.1%
2 - 5 times	19,698	25.1%	30,200	27.4%	-34.8%
6 - 9 times	6,310	8.0%	6,156	5.6%	2.5%
10 or more	10,594	13.5%	10,675	9.7%	-0.8%
Not Stated	10,691	13.6%	15,750	14.3%	-32.1%
Total	78,622	100.0%	110,307	100.0%	-28.7%

Source: ATA: Self-reported by visitors

Year to date 2016 42.4% of our visitors reported they were visiting for the first time and 43.0% reported they had visited before. 14.6% of our visitors did not report how many times they visited. Assigning the number who did not report on a *pro rata* basis results in an overall percentage of 49.6% first time and 50.4% repeat.

Number of visits to Aruba: November 2016 YTD

Number of Times Visited	2016	% share	2015	% share	% change
First Time	425,596	42.4%	482,159	43.6%	-11.7%
2 - 5 times	254,735	25.3%	280,763	25.4%	-9.3%
6 - 9 times	67,888	6.8%	67,443	6.1%	0.7%
10 or more	109,932	10.9%	106,075	9.6%	3.6%
Not Stated	146,761	14.6%	170,029	15.4%	-13.7%
Total	1,004,912	100.0%	1,106,469	100.0%	-9.2%

Source: ATA: Self-reported by visitors

Trip Advisor Ratings.

Trip Advisor has made data available to us which shows the total number of reviews received for the overall Caribbean and for five of our competitors (that is all reviews of hotels, restaurants, attractions and the destination as a whole) for November 2016. The ratings are out of 5.

TripAdvisor Ratings for November 2016

	Number of Reviews
Aruba	5,482
Bahamas	3,218
Cayman Islands	2,514
Curacao	2,291
Puerto Rico	8,041
USVI	3,827

	Average Rating
USVI	4.50
Cayman	4.50
Aruba	4.40
Puerto Rico	4.40
Curacao	4.30
Bahamas	4.20

Targets for 2016.

The Aruba Tourism Authority has set as a target an increase of 5.5% more stopover visitors in 2016 compared to 2015. As well they have targeted a 6% increase in tourism receipts, to increase cruise visitor arrival numbers by a minimum of 3% over the 2013 total and to achieve a 9% per annum increase in the tourism sector's RevPar. It is likely these numbers are subject to revision.

By market the ATA is targeting a growth in stopover visitors from the USA of 6% in 2016 over the 2015 total, and a growth of 3% from Canada. Latin America has traditionally been very difficult to forecast and the ATA is projecting no growth from the Venezuelan market in 2016 over the 2015 total, 5% growth from the Brazilian market, 30% from Colombia and 4% from Argentina. Chile is projected to show a 15% increase in traffic over the 2015 total. From Europe the Netherlands is projected to show 1% growth over 2015, Germany 2.0%, Italy 2.5% and the UK 70%.

Change in Currency Exchange Rates.

	November 2016	November 2015	
as of	11/15/2016	11/16/2015	% change
Euro	\$1.073	\$1.071	0.2%
UK Pound	\$1.242	\$1.520	-18.3%
Canadian Dollar	\$0.742	\$0.749	-0.9%
Colombian Peso*	3110	3077	-1.1%
Brazilian Real**	3.439	3.845	11.8%

* Pesos per \$1.00
** Reals per \$1.00

Inventory.

It is currently forecasted by AHATA that there will be an increase of 3% - 4% in available room nights during 2016 due to the addition of 60 rooms at the Divi Tamarijn/All Inclusive, the addition of 74 renovated rooms at the Tropicana Aruba and the full year operation of the Riu Palace (which was closed for three months in 2015 for renovation). Please note that the Hilton Aruba currently plans renovations during the course of 2016 which will involve the closure of some rooms.

Forecast

Consequently it is forecast by AHATA that overall average room occupancy for 2016 for the hotel sector will remain at about the same level as in 2015, but that ADR will decline by about 3% compared to full year 2015 and that as a result RevPar will decline by between 2% - 3% compared with 2015.

	Projected	Actual	2016/2015
December 2016 YTD	2016	2015	% change
Rooms	4,908	4,848	1.2%
ARN	1,785,244	1,725,914	3.4%
ORN	1,399,809	1,346,974	3.9%
% occupancy	78.4%	78.0%	0.4% points
ADR	\$231.01	\$238.19	-3.0%
Rev Par	\$181.13	\$185.89	-2.6%

Based on data from 15 properties.

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The Aruba Airport Authority reports there will be a decline of 13.4% in the number of air seats in the winter of 2016/2017 (November 1 2016 through March 31 2017) compared to the same five months of 2015/2016. The USA gateways will see 6.8% more seats largely due to the addition of non-stop daily service provided by jetBlue out of Fort Lauderdale which commences on January 4 2017.

Inbound Air Seats - Winter 2016/2017				
November 1 2015 - March 31 2016				
	2016/2017	2015/2016	Change	% change
USA	384,411	360,093	24,318	6.8%
Canada	28,994	23,553	5,441	23.1%
Europe	36,799	28,801	7,998	27.8%
Latin America	215,881	357,703	(141,822)	-39.6%
Caribbean	75,508	86,172	(10,664)	-12.4%
Total	741,593	856,322	(114,729)	-13.4%

Source: Aruba Airport Authority.

Projections for 2016 for cruise traffic suggest that based on existing schedules the number of cruise passengers will increase by between 10% and 13% compared to 2015. However this growth rate could fall below 10% if certain calls which have been scheduled do not materialize.